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Message Text

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PAGE 01 SOFIA 02622 130711Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 106319 /20
R 130643Z DEC 76
FM AMEMBASSY SOFIA
TO USDOC WASHDC
INFO SECSTATE WASHDC 2105
AMEMBASSY VIENNA

C O N F I D E N T I A L SOFIA 2622

E.O. 11652: GDS
TAGS: BEXP BU
SUBJECT: US PARTICIPATION IN PLOVDIV 77 FAIR

REF: A. SOFIA 2525
B. USDOC 20783

1. EMBASSY WOULD LIKE TO MAKE THE FOLLOWING POINTS CONCERNING WASHINGTON DECISION NOT TO USE PAVILION 24.
A. LOCATION. PAVILION 24 IS OFF MAIN PATH, WHICH WOULD REDUCE NUMBER OF CASUAL VISITORS OR IDLY CURIOUS TO SOME EXTENT. AT SAME TIME, IT IS WELL KNOWN AS "THE AMERICAN PAVILION" AFTER AT LEAST THREE YEARS' USE, AND IS EASY TO FIND FOR THOSE WHO HAVE EITHER COMMERCIAL OR POLITICAL INTEREST IN EXHIBIT.
B. SEPARATESZUIHRING. SPACE IN SHARED PAVILION WILL SEVERELY LIMIT USE OF OUTSIDE OR SPECIAL VISUAL MATERIAL TO EMPHASIZE OFFICIAL NATURE OF MAERICAN EXHIBIT. PAVILION 23 IS PRIMARILY SHARED BY INDEPENDENT COMPANY EXHIBITS FLZMIYS MANY AS 10-15 COUNTRIES, WHICH WOULD MAKE USDOC PORTION APPEAR AS JUST ONE OF MANY INDEPENDENT EXHIBITORS IN THE BUILDING, ALBEIT LARGER THAN SOME OF THE OTHERS. OTHER MORE PRACTICAL CONSIDERATIONS ARE NECESSITY OF SHARING TOILET AND OTHER FACILITIES, AND FACT THAT USDOC WOULD HAVE VERY LITTLE CONTROL OVER ACCESS TO BUILDING, CREATING POTENTIAL CROWD CONTROL AND SECURITY PROBLEMS. IT COULD ALSO RESULT IN SHARED USE OF CUSTOMS OFFICIALS WHICH WOULD SLOW PROCESS OF PROCESSING AND CLEARING LITERATURE.

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2. ALTHOUGH GOB CONTINUALLY EMPHASIZES THAT COMMERCIAL

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ASPECTS ARE MOST IMPORTANT, FACT THAT PLOVDIV FAIR
CONSTITUTES MAJOR EXPOSURE OF US TO BULGARIANS GIVES IT
IMPORTANT POLITICAL ASPECTS AS WELL. A LOW-KEY
OFFICIAL PRESENCE AS PART OF MULTI-NATION PAVILION
CREATES IMPRESSION
LOW-KEY US INTEREST IN BULGARIA.
STATED MORE BALDLY, US EXHIBIT SANDWICHED IN AMONG
INDEPENDENTS AND A FEW OFFICIAL COMMERCIAL INFORMATION
BOOTHS (E.G. BANGLADESH'S IN 1976) RISKS BEING
CONSIDERED A SNUB BY BULGARIANS AND SEEMS TO US NOT IN
KEEPING WITH THE DIGNITY OF OUR COUNTRY. APART
FROM POLITICAL IMPACT, LESS THAN FAVORABLE IMPRESSION
ON PART OF HIGH LEVEL GOB OFFICIALS TO US EXHIBIT BURIED AMONG
OTHERS CAN REDUCE COMMERCIAL EFFECT AS WELL. UNLESS USDOC FORESEES
SERIOUS DESIGN AND/OR OTHER PROBLEMS WITH USE OF
PAVILION 24, EMBASSY STRONGLY RECOMMENDS THAT IT BE
RECONSIDERED AS SITE FOR US EXHIBIT AT PLOVDIV 77.
FELDMAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: KelleyW0
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SOFIA02622
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D760458-0795
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761248/aaaabpfe.tel
Line Count: 79
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 76 SOFIA 2525
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 08 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08 APR 2004 by greeneet>; APPROVED <02 AUG 2004 by KelleyW0>
Review Markings:

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US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US PARTICIPATION IN PLOVDIV 77 FAIR
TAGS: BEXP, BU
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006